

JOMC 180
BEGINNING
PHOTOJOURNALISM



Mary Stevens

“Saturate yourself with the subject
and the camera will all but take you by the hand.”
—Margaret Bourke-White

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Office Hours:
T-Th 1-2 or by appointment

Required Texts:
*National Geographic
Photography Field Guide
Photojournalism: The
Professional's Approach*
6th ed, by Ken Kobre

Objectives

Welcome to photojournalism. In this course we will lay a foundation of photography and journalistic skills, and introduce you to an exciting, significant and fulfilling career.

Students will learn basic visual, ethical, and technical aspects of photojournalism while photographing a series of individual assignments culminating with the picture story.

Specifically, this semester we will aim to learn how to:

- Manually operate a 35mm camera, flash and lenses
- Think critically and make decisions on content and ethics in the field
- Write informative captions
- Evaluate photography and judge its communicative value
- Make photographs that tell a story
- Research, propose and execute a photo story idea
- Develop a first portfolio



Matt Conner

“I hate cameras. They are so much more sure of everything than I am.”

— John Steinbeck

Required Supplies:

Digital Card Reader
CF card (largest possible recommended)
Personal Hard drive
(Firewire 800 recommended)

Attendance is
REQUIRED for success
in J180

Important dates:

Drop 10/14

Gear Rental:

Matt Bachman
mbachman@email.unc.edu
919-962-0718
CA 63

Core Competencies

The School of Journalism and Mass Communication’s accrediting body has developed a set of values and competencies. Learn about them here: <http://bit.ly/1dk0dom>

JOMC courses are designed to build your abilities in each of these areas. In this class, we will address several of the values and competencies under "Professional values and competencies" in the link above.

Learn by doing

We will start with basic camera operation exercises. To accommodate all skill levels, the three exercises will be ungraded (failure to complete them will result in points deducted). If you are total beginner – don’t worry! You’ll get up to speed as we progress into graded assignments typical of a professional photojournalist. Each of the six Assignments will be accompanied by detailed captions, and the picture story will grow out of your written picture story proposal.

The exercises are:

- Exercise A F/22
- Exercise B Depth of Field/Motion
- Exercise C Flash

The graded assignments are:

- Assignment # 1 Composition
- Assignment # 2 Decisive Moment
- Assignment #3 Light & Portrait
- Assignment # 4 Feature
- Assignment #5 Sports
- Assignment #6 Picture Story

Classes will consist of a mix of lectures, slides, computer work, group editing, presentations and critiques. Throughout the semester we will be looking at a lot of images, learning the language of visual communication; good notes will save you when it comes to studying for our two in-class exams. Of course, cell phones are forbidden.

Attendance is absolutely necessary if you are to succeed in this class; we will be moving steadily as we cover large amounts of new information in every class. Missing a single class will be deadly; falling behind will only compound your misery.

You are allowed one absence for an excusable reason (illness, death in family, etc.) Subsequent absences result loss of 2 percentage points from your final grade. If necessary, I will discuss personal hardship cases with you.

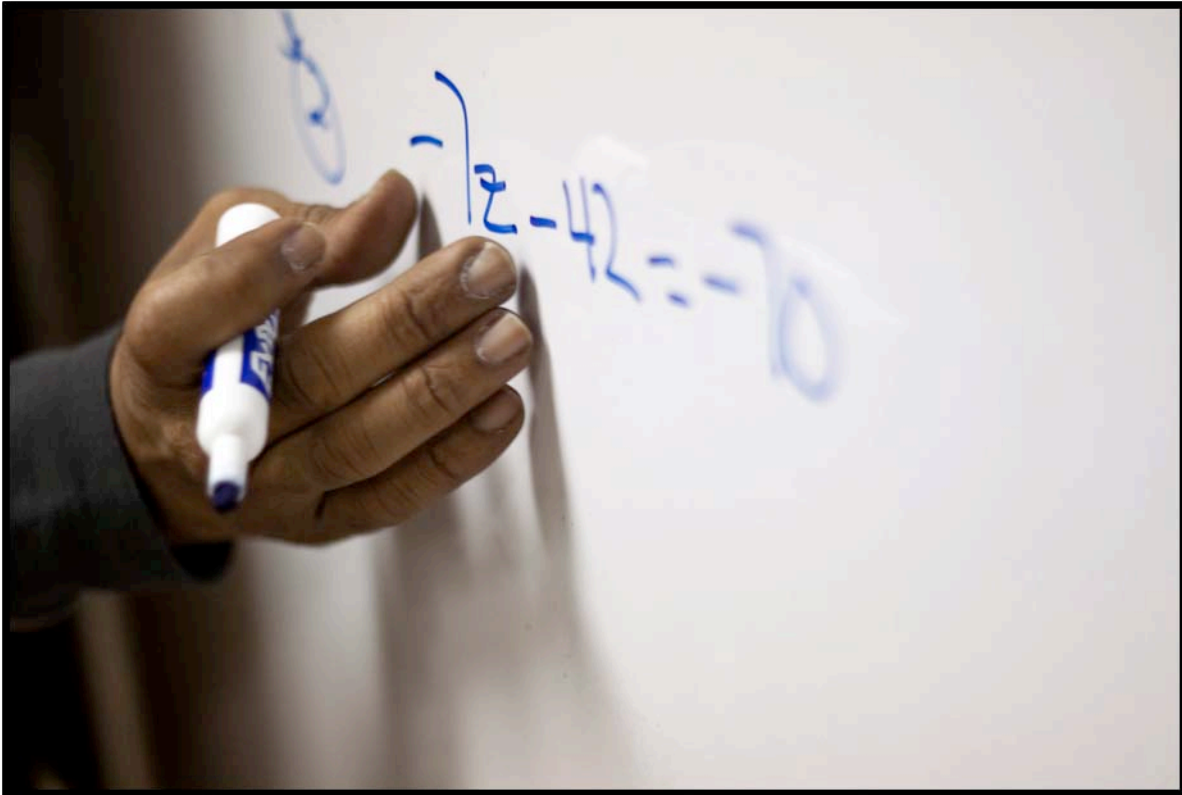
Remember: you alone are responsible for the material covered in each session. Even missing a class for a justifiable reason (a death in the family) will require YOU to get the notes from someone else. And you must be IN CLASS to present your work on due dates.

Deadlines in this business are sacred. Late photo work will receive a zero.

Exams are scheduled twice during the semester, covering readings, class lectures and current events. Your final portfolio and photo story will be considered your final exam.

Your **portfolio** is the final collection of your best work. You will turn in this work-in-progress twice during the semester – and then your final portfolio will be presented on the last day of class.

Staying current with local, state, national and world events is a critical part of being a journalist. Read the Raleigh News & Observer (subscribe if possible) and the DTH at least. I will reference photos from them and we will use them to find story ideas.



Bradley Nemitz

“If the beautiful were not in us, how would we ever recognize it?”
—Ernst Haas

Equipment can be borrowed from the School. This includes a digital 35 mm single lens reflex camera body, kit lens and camera bag. Other equipment is available on a checkout basis from our equipment manager, Matt Bachman, in room 63 (just across the hall). We also recommend that you get your own compact flash card and card reader from the student bookstore. You will need a portable hard drive in most of your Viscom classes, so invest in a good one now. Firewire 800 connection is recommended, get the largest capacity you can afford.

Photonight is an exciting monthly enrichment program that brings outstanding photojournalists to campus. This event is generally held on the last Tuesday night of each month from 7:30-9 p.m. Attendance is required.

GRADING

- 1) Any assignment not turned in will receive zero points.
- 2) Exercises not turned in = 5-point deduction
- 3) Reshoots. You will be allowed to reshoot assignments for the appropriate portfolio due date, IF you submitted by the original due date. Reshoots **MUST BE ENTIRELY NEW SHOTS**, not re-edits.
- 4) Shootout is judged and winners receive 5-10 points.



Isabella Bartolucci

“You need a heart, an eye, a mind, and a magic box.”

— CARL MYDANS

- 5) You must submit captions with every assignment. They must be typewritten, spell-checked and utilize AP style (and contain quotes from the subject).
- 6) You may shoot up to (2) news assignments for extra credit. At least one should be spot news.
- 7) Participation, effort, attendance and punctuality will be tracked and will count for roughly 10%.

The vital element that must be included in any assignment: Does this communicate to the viewer?

Each photo assignment will be evaluated based on:

- Content
 - Captions, storyline and flow, access and intimacy, news value, emotion and moment quality, editing
 - for multimedia-audio quality
- Aesthetics
 - Composition, light, color, mood
 - Technique-graphics, motion, etc.
 - Visual surprises and variety
 - Evidence of a unique way of seeing
- Technical
 - Exposure, sharpness, imaging
 - Presentation

Work will be graded in two portfolios and a final project.

PORTFOLIO 1	150 Points
Assignments 1, 2, & 3. Exercise A & B	
PORTFOLIO 2	100 Points
Assignments 4 & 5. Exercise C, 3 ideas, proposal	
FINAL PROJECT	100 Points
FINAL PORTFOLIO	
All work from the semester	
EXAM 1	50 Points
EXAM 2	50 Points
EFFORT, ATTENDANCE, PARTICIPATION	50 POINTS
TOTAL	500 POINTS
POSSIBLE EXTRA CREDIT	30

